



ADVERTISING & SPONSORSHIP OPPORTUNITIES

**2027 NRA ANNUAL
MEETINGS & EXHIBITS**

APRIL 23 - 25, 2027 | ATLANTA, GA
GEORGIA WORLD CONGRESS CENTER



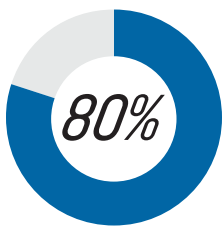


THE OFFICIAL 2027 NRA ANNUAL MEETING ADVERTISING & SPONSORSHIP GUIDE

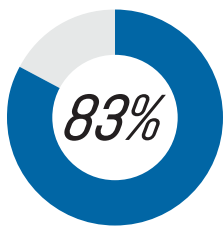
Whether you make an impact with an on-site banner or place your company logo in front of millions of NRA Members in an email blast – there is no better way to spotlight your company and stand out from the rest at the 2027 NRA Annual Meetings & Exhibits!

Guarantee your company's visibility to 70,000+ enthusiastic attendees and 5 million NRA members before, during and after the show by securing a sponsorship or advertising opportunity, customized to your company's needs. With a variety of price points, we can find the perfect fit for your company to stand above the competition.

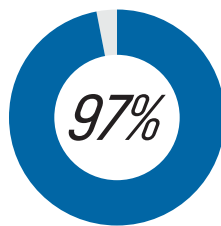
ATTENDEE PROFILE



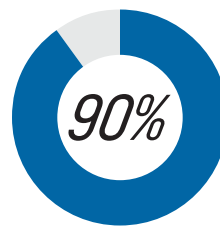
80% Have A Concealed Carry Permit



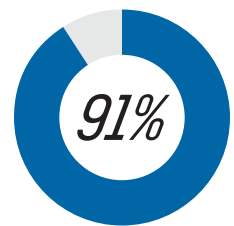
83% Attend Annual Meeting for the Exhibit Hall



97% Spend **\$500+** Annually on Shooting/Hunting Gear



90% Plan To Purchase Exhibitor Products After the Show

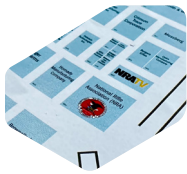


91% Plan To Spend **\$100 - \$2,000+** On Products Seen At The Show



PRE-SHOW MARKETING & DIGITAL OPPORTUNITIES

Stand out from the crowd and capture the attention of 70,000+ NRA members with these targeted sponsorships.



LOGO ON FLOORPLAN & WITH DIRECTORY LISTING \$850

Stand out in the printed directory and map by adding your company logo to the floorplan and near your listing.



MOBILE APP PUSH NOTIFICATIONS \$1,000 EA. / \$2,500 FOR 3

Send your company promotion to all Mobile App users with this cost effective sponsorship.



REGISTRATION CONFIRMATION EMAIL BANNER \$4,000

Reach tens of thousands of attendees at the 2027 NRA Annual Meeting with a large banner advertisement in the confirmation email sent to all online registrants.



WEBSITE BANNER AD \$5,000

Attendees will be just a click away from your company website with a highly visible banner ad on the NRA Annual Meeting homepage which reaches approx. 800,000 visitors.



PRE-SHOW EMAIL BLAST \$7,500

Tell 2.1 million NRA members about a special offer or invite them to your booth weeks before the Show.



MOBILE APP EXCLUSIVE SPONSOR \$12,000

Your company logo featured on all Mobile App promotions and announcements, and much MORE with this exclusive sponsorship!



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ON-SITE DISPLAY OPPORTUNITIES

Promote your company to over 70,000+ attendees as they make their way through the convention center.



METER BOARD

SS: \$2,120 / DS: \$3,390

PRICING INCLUDES: LABOR & PRODUCTION

Placed in high-traffic areas throughout the Show. Available single-sided or double-sided.



CHARGING STATION

\$7,700

PRICING INCLUDES: LABOR & PRODUCTION

Let attendees "charge up" their mobile devices at these stations that feature your brand.



ESCALATOR RUNNER

STARTING AT \$10,500

PRICING VARIES BY SIZE/PLACEMENT

PRICING INCLUDES: LABOR & PRODUCTION

Reach a captive audience in a high-traffic location with a runner in the middle of each escalator.



FLOOR & WINDOW CLINGS

\$6,150 (SET OF 4)

PRICING INCLUDES: LABOR & PRODUCTION

Floor and window decals are placed throughout the show floor where attendees travel the most.



LOBBY COLUMN WRAP

STARTING AT \$4,300

PRICING VARIES BY SIZE/PLACEMENT

PRICING INCLUDES: LABOR & PRODUCTION

High visibility, column wraps showcases your company to attendees before they even enter the exhibit floor.



BANNERS

STARTING AT \$7,500

PRICING VARIES BY SIZE/PLACEMENT

PRICING INCLUDES: LABOR & PRODUCTION

Banners guarantee exposure to attendees and are some of the most prominent advertising options at the Show.



STAIR WRAP

STARTING AT \$10,500

PRICING VARIES BY SIZE/PLACEMENT

PRICING INCLUDES: LABOR & PRODUCTION

Your company branding featured on the stairs leading to the exhibit floor.



OVERHEAD ESCALATOR SIGN SPONSORSHIP

STARTING AT \$4,000 AND UP

BASED ON LOCATION.

EXCLUSIVE OPPORTUNITY: \$20,000

PRICING INCLUDES: LABOR & PRODUCTION

Existing overhead escalator signage will be covered with custom NRA directional Signage with NRA logo and sponsor logo throughout the entire convention center.

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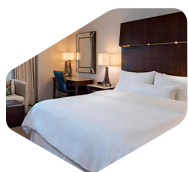




ON-SITE DISPLAY OPPORTUNITIES (CONT.)

From a meter board to a prominently hung banner, there is an on-site display opportunity for you!

Sponsorship pricing does not include production/labor cost.



HOTEL ROOM DROPS STARTING AT \$6,500

Putting your message directly into the hands of attendees has never been easier with a door tag or room drop at each attendee's hotel room.



DIRECTORY BINS \$8,500 - EXCLUSIVE



Every attendee stops at these bins to pick up a Show Directory, where your logo will be featured prominently.



VEHICLE DISPLAY STARTING AT \$5,000

Catch the attention of all attendees by placing your company branded vehicle in a high traffic location at the Convention Center.



SHOW BAGS - EXCLUSIVE 15,000



Distributed at key Exhibit Hall entrances, your company name and logo will be in the hands of every attendee.



ON-SITE PROMOTIONAL PACKAGE STARTING AT \$8,500

Customizable on-site sponsorship package tailored to your marketing needs at the show.

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PRINT ADVERTISING

Separate yourself from the competition with an advertisement in the Show Directory. This high-quality, full-color directory not only serves as a roadmap for attendees during the show, but also a go-to resource for years to come.



DIRECTORY EXCLUSIVES

- | | | |
|----------------------------|----------|-------------|
| • Pull-Out Floor Plan Ad | \$17,500 | SOLD |
| • Front Page Adhesive Note | \$15,000 | SOLD |
| • Promotional Ad Insert | \$10,000 | |
| • Inside Front Cover Ad | \$7,500 | SOLD |
| • Inside Back Cover Ad | \$6,500 | SOLD |
| • Back Cover Ad | \$8,000 | SOLD |

LIMITED AVAILABILITY ADS

- | | |
|---|---------|
| • Full Page Ad | \$4,500 |
| • Half Page Spread Ad | \$4,500 |
| • Half Page Ad | \$2,500 |
| • Quarter Page Ad | \$1,500 |
| • Eighth Page Ad | \$850 |
| • Logo with Directory Listing
& On Printed Floorplan | \$850 |



Insertion Order Deadline: March 5, 2027

Material Deadline: March 9, 2027

► **DOWNLOAD AD ORDER FORM / SPEC SHEET**



ON-SITE DESTINATION SPONSORSHIPS

Build your brand among the firearm industry's most powerful audience with one of the destination sponsorships below!



SEMINAR ROOM SPONSOR \$4,500

Bring your expertise to listeners that matter the most by hosting a seminar to engage with your customers.



NRASTORE BAGS - EXCLUSIVE \$6,500

NRAstore receives thousands of shoppers. Put your logoed bag in the hands of people who are spending money at the show.



LOBBY CAFE SPONSORSHIP \$15,000

Naming rights, banners, tabletops and directional signs for the Lobby Cafe's are just a few of the items included in this sponsorship.



WALL OF GUNS \$15,000

Extensive logo placement on digital and print marketing are just a few of the perks to this sponsorship.



NRA SHOOTING RANGE \$17,500

As the exclusive sponsor you will receive: Naming rights, 8' x 10' banner, one push notification on the AM mobile app, and a 1/2 page directory ad.



EXHIBIT HALL CAFE SPONSORSHIP - EXCLUSIVE \$25,000

Naming rights, banners, tabletops and directional signs for the Exhibit Hall Cafe's are just a few of the items included in this sponsorship.

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SPECIAL EVENT SPONSORSHIPS

There are many highly-attended events at the NRA Annual Meetings & Exhibits – take your marketing to the next level by sponsoring one of the events below:



NATIONAL FRIENDS OF NRA EVENT

Supporting the NRA Foundation's united front in supporting the 2nd amendment, shooting sports and hunting heritage with an evening of food, firearms, and fundraising.



WOMEN'S LEADERSHIP FORUM LUNCHEON & AUCTION

A coalition of philanthropic women united with a mission of infusing enthusiasm, excitement, and opportunities into the fight for the Second Amendment.



NRA-ILA DINNER & AUCTION

Contributing to the Institute for Legislative Action, the lobbying arm of the NRA. This event attracts celebrities, industry executives, and hosts 2nd amendment supporters from around the country.



NRA-ILA LEADERSHIP FORUM

Sponsor one of the most politically significant and popular events in the country featuring our nation's top Second Amendment leaders.



NATIONAL PRAYER BREAKFAST

Get in front of NRA members that come together in Christian devotion for a morning of inspirational encouragement and thought-provoking messages. This highly-attended annual event features keynote speakers, fellowship, faith, and good music.



WOMEN'S NEW ENERGY BREAKFAST

This women-only gathering offers a unique opportunity to learn about NRA programs, outreach efforts, and mission as relates to women to discuss current issues.



SATURDAY NIGHT CELEBRATION

A night of music, freedom, and fun, the NRA Country Concert is one of the most popular events at the show!



NRA YOUTH DAY

Sponsoring Youth Day puts you in front of our future. NRA Youth Programs are featured for a free, action-packed day full of excitement for the entire family. Sponsors help drive the importance of keeping family traditions alive.

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The opportunities listed in this brochure are just a sample of the many offerings available to you at the NRA Annual Meetings & Exhibits. If you don't see the perfect fit for your company, we'll customize a program to meet your specific needs and goals.

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ATLANTA 27

